

Contact Person 2009-2010
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2009-2010 One Questions/Assessment

Program(s) Assessed

Graphic Design, Art Department

Learning Goal/Outcome

Enhance students to be proficient in today's graphic design programs along with the use of traditional skills.

Question

How will faculty teaching graphic design majors assess the students' ability to demonstrate their creative understanding of creative assignments. Are the students being given enough opportunities to explore how their creative work could make an impact to our culture?

Expected Answer (hypothesis)

We expect to find that students will successfully create ideas to their intended audience through the project / research experience and the use of current design programs being used in today's design arena. We will use current technology along with stressed and relevant traditional manual skills. New media has created new possibilities for visual communication. Exercises in the various up to date graphic design programs will be stressed for a raised proficiency.

Plan

Classes such as Computers for Designers will encourage the uses of new design programs. The creation of a junior review like that of our sophomore review will serve to evaluate and encourage student performance. Throughout the different levels of graphic design courses, students will establish, refine, master their visual skills. Students will be able to report what they found verbally through critiques and visually through creative assignments.

Hoped for Answer (alternate hypothesis)

How information will be used by the program

Possible changes might be required to meet NASD requirements and to diversify the student background to meet the demands of today's society in today's creative market.

The faculty will encourage students to take electives in the digital art and IMM programs to broaden their technical skills in time-based and interactive media. The faculty will also explore the possibilities of integrating new technology in teaching. Encouraging student to participate in local and national associations will be stressed in senior courses.